The Nautical Yearbook Meeting Agenda
4:00 p.m. Friday, December 8, 2006
Bell Tower Conference Room

1. Welcome

2. Updates
   a. 2005-2006 “The Path of Excellence”
   b. New Publishing Company (Ventura printing)
   c. Overview of 06-07 strategy

   a. Theme
   b. Book stats.

4. Book Cover Design

5. Yearbook Ladder
   a. Photography update
   b. Article update
   c. Design update
   d. Deadlines/distribution

6. Yearbook Marketing
   a. Posters
   b. Brochures
   c. Mailers/Postcards
   d. DVD handout (Multimedia)
   e. Social Networking (Myspace/Facebook)
   f. Tabling
   g. Website

7. Business/ Advertising Revenue
   a. ASI budget expense and Revenue
   b. Advertising Materials/Prices/Levels

8. Recruitment
   a. Brochures
   b. English Classes
   c. Newspaper/Yearbook union